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Earth Hour™ Fundraising Toolkit For Individuals and Businesses

At 8:30 p.m. on March 28, the world will turn off its lights for just one hour – Earth Hour – to show it is possible to take action on climate change. Switching off your lights is just one simple action that you can take to help make a difference and it sends a powerful message that we care about our planet. This year WWF-Canada's target is to encourage 10 million Canadians to turn off their lights for one hour.

There are plenty of opportunities to raise funds for Earth Hour and support the fight against climate change – the biggest environmental threat to our planet. Participating and fundraising for Earth Hour is a simple way to show that you want to be a part of the solution and sends a powerful message to others that, together, we can make a difference.

Please see below for ideas to get you started in planning your own fundraising event, whether you're an individual or a business.

Please make all cheques payable to: **WWF Canada Memo: Earth Hour**

Mail to:

WWF Canada
410-245 Eglinton Ave East
Toronto ON M4P 3J1

Business Fundraising Ideas

Pancake Breakfast:

Have your staff and employees involved in a pancake breakfast event. It's fun, interactive and everybody participates! Assign staff to stations of cooking, serving, taking donations or promotion. Send out emails and display posters so that other tenants in your building can participate in the breakfast. Serve pancakes, sausage, coffee or tea for \$5 per person. Your employees will be well-fed and the proceeds raised will be given to WWF-Canada.



Example: \$5 pancake breakfast per person x 500 staff = \$2,500 donation

Silent Auction:

Encourage your employees, sponsors, partners and network to bring in new items to be auctioned off. Pick items that appeal to the masses such as – movie passes, theatre tickets, appliances, sports equipment, volunteer as a personal servant for the day, home-cooked dinner for four , etc... Items/ideas can be as creative as you want them to be! Display the items/ideas/written description in your boardroom with a sign-up sheet beside each one. Employees can visit the room throughout the day(s) and bid on their favourite items by writing down their names with bid amount. The highest bidder WINS! Then proceeds can be donated to WWF-Canada.

Lunch N' Learn Video Screening:

During lunch hour or a set time in the afternoon, screen the “Story of Stuff” video (only 20 minutes) or screen a longer video/dvd such as Academy-Award winning movie, “An Inconvenient Truth” . Charge an admission fee of \$5 per person. This is less than half of the price of regular movie theatres. If possible, include a concession fee of \$2 that will give viewers popcorn, chips or a drink.



***Example: 100 staff x \$5 per person = \$500 donated to WWF-Canada.
100 staff x \$2 snack per person = \$200 donated to WWF-Canada.***

Individual Fundraising Ideas

Candle Light Dinner Party:



Invite your friends and/or family to an intimate, cozy, candle-lit dinner party! Utilize the creative materials from EarthHourCanada.org to create branded e-vites, invitations, or other party favours.. Make the party unique by encouraging guests to bring contributions (eg. minimum \$10 per person or another set amount) instead of bringing side dishes or bottles of wine. Tell your guests to register their participation on the Earth Hour Canada website and each guest registered (with valid email addresses) will receive a unique offering from WWF-Canada (Note: You must be 18+ years of age to receive unique offering).

Example: 10 friends x \$10 = \$100 donated to WWF-Canada.

Movie Night In:

Invite your friends, family and neighbours for a special screening of a movie of your choice that appeals to all. Charge a modest admission fee (e.g. \$5 per person) and a concessions/snacks fee (\$5 popcorn/chips/cookies and drink) Inform guests that all proceeds raised that night will be contributed to WWF-Canada.



Example: 10 friends x \$10 per person = \$100 donated to WWF-Canada.

Get Your Game On!:

Invite your friends, family and neighbours for a fun games night! It can be bowling, darts, Wii Sports/Xbox 360 challenge, go-karting, toboggan races, board games, etc! Charge an entry fee (e.g. \$20 per person) Winner gets bragging rights (perhaps arrange a small token prize). All proceeds raised that night will be contributed to WWF-Canada. Everybody wins and has a fun time!

Example: 10 friends x \$20 per person = \$200 donation to WWF-Canada. The more friends to invite, the more the competition which means more FUN!

Dessert Buffet:

Invite your family, friends and neighbours to bring their favourite dessert or home-baked goods for a special Dessert Buffet. Everybody enjoys trying new sweet! Try some desserts made without sugar and see if your guests can tell the difference. Charge an entry fee (e.g. \$15 per person) Everybody gets to sample and even swap recipes/baking tips.

Example: 10 friends x \$15 per person = \$150 total donation to WWF-Canada.

Donate a Dollar for Every Light Turned Off In Your House:

For every light turned off in your home, contribute \$1 to WWF-Canada.

Example: 20 lights x \$1 = \$20 donation to WWF-Canada.



Resources

1. www.EarthHourCanada.org – has downloadable logos, posters, web banners, toolkits and more
2. www.facebook.com/earthhourcanada – post your ideas, photos and discuss Earth Hour with other Canadians
3. Forward your success stories to earthhour@wwfcanada.org for your chance to be featured on our website and newsletters.